## IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

1-26. (Canceled)

27. (New) A Web audience analyzing method for analyzing an audience of a Web page assembly constituted of at least one Web page by a computer, comprising the steps of:

acquiring related information including a designation of a related page assembly which is related to a Web page assembly as an analysis object, the related page assembly having an audience number which is sufficient for a statistical analysis processing;

acquiring audience characteristic information on the related page assembly designated by said related information; and

executing statistical analysis processing based on the acquired audience characteristic information on the related page assembly and outputting a statistical analysis result of the related page assembly as an estimated value of the audience characteristic of the analysis object Web page assembly.

28. (New) The Web audience analyzing method according to claim 27, wherein said related information is generated based on the designation of the related page assembly which is related to said analysis object Web page assembly and selected from Web page assemblies present on a network.

29. (New) The Web audience analyzing method according to claim 27, wherein said related information includes the designation of the related page assembly which is linked with said analysis object Web page assembly in a predetermined relation.

30. (New) The Web audience analyzing method according to claim 29, wherein said related information includes the designation of the related page assembly which is a linker of said analysis object Web page assembly.

31. (New) The Web audience analyzing method according to claim 29, wherein said related information includes the designation of the related page assembly which has a linker common with the linker of said analysis object Web page assembly.

32. (New) The Web audience analyzing method according to claim 27, wherein said related information is generated based on the designation of the related page assembly obtained as a linker of said analysis object Web page assembly by processing referrer information indicating the linker of a Web page accessed utilizing a link.

33. (New) The Web audience analyzing method according to claim 32, wherein said statistical analysis processing comprises the steps of:

obtaining the number of accesses utilizing a link to said analysis object Web page assembly from the related page assembly designated by said related information for each related page assembly designated by said related information by processing said referrer information; and

weighting the audience characteristic information acquired in accordance with the number of accesses.

34. (New) The Web audience analyzing method according to claim 32, wherein said statistical analysis processing comprises the steps of:

obtaining the number of users having utilized a link to said analysis object Web page assembly from the related page assembly designated by said related information for each related page assembly designated by said related information based on user identifying information transmitted from a terminal of the user having accessed a Web server, and said referrer information; and

weighting the audience characteristic information acquired in accordance with the number of users.

35. (New) A Web audience analyzing method for analyzing an audience of a Web page assembly constituted of at least one Web page by a computer, comprising the steps of:

inputting a designation of a Web page assembly as an analysis object;

acquiring related information including a designation of a related page assembly which is related to said analysis object Web page assembly based on the designation of said analysis object Web page assembly, the related page assembly having an audience number which is sufficient for a statistical analysis processing;

acquiring audience characteristic information on the related page assembly designated by said related information;

executing the statistical analysis processing based on the acquired audience characteristic information on the related page assembly; and

providing a statistical analysis result of the related page assembly as an estimated value of the audience characteristic of the analysis object Web page assembly.

36. (New) The Web audience analyzing method according to claim 35, wherein the designation of the analysis object Web page assembly is inputted via a network.

37. (New) The Web audience analyzing method according to claim 35, wherein the estimated value of the audience characteristic of the analysis object Web page assembly is provided via a network.

38. (New) A computer readable computer program product for analyzing an audience of a Web page assembly constituted of at least one Web page, said program product comprising:

a first code that acquires related information including a designation of a related page assembly which is related to a Web page assembly as an analysis object, the related page assembly having an audience number which is sufficient for a statistical analysis processing;

a second code that acquires audience characteristic information on the related page assembly designated by said related information; and

a third code that executes the statistical analysis processing based on the acquired audience characteristic information on the related page assembly and outputting a statistical analysis result of the related page assembly as an estimated value of the audience characteristic of the analysis object Web page assembly.

39. (New) The computer program product according to claim 38, further comprising a code that selects the related page assembly which is related to said analysis object Web page assembly from Web page assemblies on a network and generates said related information.

40. (New)The computer program product according to claim 38, wherein said related information includes the designation of the related page assembly which is linked with said analysis object Web page assembly in a predetermined relation.

41. (New)The computer program product according to claim 40, wherein said related information includes the designation of the related page assembly which is a linker of said analysis object Web page assembly.

42. (New) The computer program product according to claim 40, wherein said related information includes the designation of the related page assembly which has a linker common with the linker of said analysis object Web page assembly.

43. (New) The computer program product according to claim 38, wherein said related information is generated based on the designation of the related page assembly obtained as a linker of said analysis object Web page assembly by processing referrer information indicating the linker of a Web page accessed utilizing a link.

44. (New) The computer program product according to claim 43, wherein said statistical analysis processing comprises the steps of:

obtaining the number of accesses utilizing a link to said analysis object Web page assembly from the related page assembly designated by said related information for each related page assembly designated by said related information by processing said referrer information; and

weighting the audience characteristic information acquired in accordance with the number of accesses.

45. (New) The computer program product according to claim 43, wherein said statistical analysis processing comprises the steps of:

obtaining the number of users having utilized a link to said analysis object Web page assembly from the related page assembly designated by said related information for each related page assembly designated by said related information based on user identifying information transmitted from a terminal of the user having accessed a Web server, and said referrer information; and

weighting the audience characteristic information acquired in accordance with the number of users.

46. (New) A computer readable computer program product for analyzing an audience of a Web page assembly constituted at least one Web page, said program product comprising:

a first code that inputs a designation of a Web page assembly as an analysis object;

a second code that acquires related information including a designation of a related page assembly which is related to said analysis object Web page assembly based on the inputted designation of the analysis object Web page assembly, the related page assembly having an audience number which is sufficient for a statistical analysis processing;

a third code that acquires audience characteristic information on the related page assembly designated by the acquired related information;

a fourth code that executes the statistical analysis processing based on the acquired audience characteristic information on the related page assembly; and

a fifth code that provides a statistical analysis result of the related page assembly as an estimated value of the audience characteristic of the analysis object Web page assembly.

47. (New) The computer program product according to claim 46, wherein the designation of the analysis object Web page assembly is inputted via a network.

48. (New) The computer program product according to claim 46, wherein the estimated value of the audience characteristic of the analysis object Web page assembly is provided via a network.

49. (New) A Web audience analysis system for analyzing an audience of a Web page assembly constituted of at least one Web page, said system comprising:

a related information acquiring section that acquires related information including a designation of at least one related page assembly which is related to the Web page assembly as an analysis object, the related page assembly having an audience number which is sufficient for a statistical analysis processing;

an audience information acquiring section that acquires audience characteristic information on the related page assembly designated by the related information acquired by said related information acquiring section; and

an analysis processor that executes the statistical analysis processing based on the audience characteristic information acquired by said audience information acquiring section and outputs a statistical analysis result of the related page assembly as an estimated value of the audience characteristic of the analysis object Web page assembly.

50. (New) A Web audience analysis system for analyzing an audience of a Web page assembly constituted of at least one Web page, said system comprising:

an input section that inputs a designation of the Web page assembly as an analysis object;

a related information acquiring section that acquires related information including a designation of a related page assembly which is related to said analysis object Web page assembly based on the designation of the analysis object Web page assembly inputted by said input section, the related page assembly having an audience number which is sufficient for a statistical analysis processing;

an audience information acquiring section that acquires audience characteristic information on the related page assembly designated by the related information acquired by said related information acquiring section;

an analysis processor that executes the statistical analysis processing based on the audience characteristic information on the related page assembly acquired by said audience information acquiring section; and

a result notifying section that provides a statistical analysis result of the related page assembly as an estimated value of the audience characteristic of the analysis object Web page assembly.